

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 01789 010054Z
ACTION EB-08

INFO OCT-01 EA-09 ISO-00 STR-04 ITC-01 H-02 L-03 PA-02
PRS-01 AID-05 CIAE-00 COME-00 FRB-01 INR-07
NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 LAB-04
SIL-01 OMB-01 INRE-00 SSO-00 /062 W
-----010059Z 114944 /70

O P 010020Z APR 77
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC IMMEDIATE 3035
INFO AMEMBASSY SEOUL
AMEMBASSY SINGAPORE

UNCLAS TAIPEI 1789

E.O. 11652: N/A
TAGS: ETRD, TW
SUBJECT: ESCAPE CLAUSE CASE ON TV RECEIVERS -- COLOR TVS

REF: (A) STATE 068296; (B) TAIPEI 1718;
(C) TAIPEI A-155, NOV. 15, 1976

1. THERE ARE CURRENTLY 14 MANUFACTURERES OF COLOR TV RECEIVERS IN THE REPUBLIC OF CHINA ALL BUT TWO OF WHICH ARE FOREIGN-INVESTED FIRMS (I.E. U.S., JAPANESE AND DUTCH) OR JOINT VENTURES BETWEEN CHINESE AND FOREGIN INTERESTS. THERE ARE NO COLOR TUBE PRODUCERS ON TAIWAN AND TUBES PLUS MANY OTHER COMPONENTS ARE IMPORTED. PHILIPS, HOWEVER, IS PLANNING A \$50 MILLION COLOR TUBE PLANT WHICH WILL PROVIDE A LOCAL SOURCE FOR TUBES BY 1978. THE MAJOR PORTION OF COLOR TV RECEIVERS PRODUCED ON TAIWAN ARE SOLD DOMESTICALLY, THOUGH THE PERCENTAGE OF EXPORTS HAS BEEN RISING, PRINCIPALLY TO THE UNITED STATES. THE UNITED STATES ACCOUNTED FOR 82 PERCENT OF EXPORTS IN 1975 AND 72 PERCENT IN 1976, THE ONLY TWO YEARS FOR WHICH EXPORT STATISTICS FOR COLOR TV RECEIVERS ARE AVAILABLE. TOTAL EXPORTS FOR THE TWO YEARS WERE 83,734 SETS VALUED AT \$14.3 MILLION IN 1975 AND UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 01789 010054Z

249,869 SETS VALUED AT \$42 MILLION IN 1976.

2. THE FOLLOWING TABLE, PROVIDED BY INFORMED INDUSTRY SOURCES, LISTS PAST, CURRENT AND PROJECTED PRODUCTION OF COLOR TV RECEIVERS ON TAIWAN.

1974 - 418,453 SETS

1975 - 335,661 ")
1976 - 523,614 ")
1977 - 560,000 ")
1978 - 640,000 ")
1979 - 800,000 ") PROJECTED.
1980 - 1,000,000 ")

3. THE MAJOR OUTPUT OF THE ROC TV INDUSTRY HAS TRADITIONALLY BEEN IN BLACK AND WHITE SETS, WITH PRODUCTION REACHING 2,599,310 UNITS VALUED AT \$147 MILLION IN 1975 AND 3,487,101 UNITS VALUED AT \$215 MILLION DURING JAN.-NOV. 1976 (SEE REF B) MOST OF WHICH WERE DESTINED FOR THE U.S. MARKET AND A MAJOR PART PRODUCED BY U.S. SUBSIDIARIES ON TAIWAN. HOWEVER, WITH THE BLACK AND WHITE MARKET REACHING A SATURATION POINT, THE ROC INDUSTRY HAS BEEN PLANNING TO MOVE INCREASINGLY INTO THE PRODUCTION OF COLOR RECEIVERS AS ITS STAPLE PRODUCT OF THE FUTURE (SEE REF C).

4. PRESS COMMENT AND INDUSTRY REACTION HAS BEEN LARGELY FACTUAL ON THE ITC'S DECISION, ESPECIALLY IN RELATION TO THE REACTION WHICH OCCURED AFTER THE ACCOUNCEMENT OF THE ITC RECOMMENDATIONS ON NON-LEATHER FOOTWEAR, PROBABLY BECAUSE THE COLOR TV INDUSTRY IS NOT AS IMPORTANT AT THIS POINT IN THE ROC AS THE NON-LEATHER FOOTWEAR INDUSTRY. HOWEVER CONCERN HAS BEEN EXPRESSED IN ALL QUARTERS OVER THE POSSIBILITY OF RESTRICTIONS WHICH COULD ADVERSELY AFFECT THE INDUSTRY'S PLANS TO BECOME A MAJOR PRODUCER AND EXPORTER OF COLOR TV RECEIVERS. THE TAIWAN ELECTRIC APPLIANCE MANUFACTURERS ASSOCIATION HAS POINTED OUT THAN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TAIPEI 01789 010054Z

AN INCREASED TARIFF ON BLACK AND WHITE TV RECEIVERS WOULD HURT U.S. MANUFACUTRERS ON TAIWAN AND SUGGESTS INDIVIDUAL QUOTAS FOR JAPAN AND THE ROC WOULD BE BETTER THAN A TARIFF INCREASE.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: IMPORTS, SPARE PARTS, TELEVISION EQUIPMENT, TRADE DATA
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI01789
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770111-0185
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770496/aaaadgfv.tel
Line Count: 102
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ca908bab-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 68296, 77 TAIPEI 1718, 77 TAIPEI A-155
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2922834
Secure: OPEN
Status: NATIVE
Subject: ESCAPE CLAUSE CASE ON TV RECEIVERS -- COLOR TVS
TAGS: ETRD, TW, US
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ca908bab-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009